



Faculty of Economics, University of West Bohemia,
organizes under the auspices of doc. Ing. Michaela Krechovská, Ph.D., Dean of the
Faculty of Economics

on 12th – 13th November 2020

INTERNATIONAL SCIENTIFIC CONFERENCE

BUSINESS TRENDS

Dear colleagues,

We are pleased to invite you to participate in the **7th Annual International Scientific Conference 'Business Trends'**.

The objectives of the conference are:

- presentation of the scientific and professional activity results carried out by the conference participants,
- meetings and discussions of academic staff members, Ph.D. students and experts in the field,
- creating conditions for cooperation in research and publication activity and cooperation with practice.

doc. Ing. Michaela Krechovská, Ph.D.
Dean of the Faculty of Economics

THEMATIC SECTIONS OF THE CONFERENCE

1. Current challenges, trends and strategies in organization management in the context of current changes.
2. Current trends in marketing and management
3. Quantitative methods in business and investment decision making
4. Finance, accounting and taxes
5. Industry 4.0 - Society 4.0
6. Current issues of regional development and solution strategies

CONFERENCE VENUE

The conference will be held in conference rooms of the Pilsen Urquell brewery, U Prazdroje 7, 304 97 Plzeň.

OFFICIAL LANGUAGES

English, Czech, Slovak.

PARTICIPATION FEE

Participation fee - 2 500 CZK (100 EUR)

Reduced participation fee (Ph.D. students) – 2 000 CZK (80 EUR)

While selecting the reduced participation fee, confirmation of study will be required.

Participation fee includes:

- opportunity to present one contribution,
- publication of paper in the proceedings (after the successful review process),
- promotion materials,
- proceedings,
- refreshment.

Costs (bank charges) associated with the transfer of participation fee are covered by the conference participant. The participation fee is non-refundable. More information on the website:

<https://tvp.zcu.cz/en/fee>

IMPORTANT DEADLINES

Abstract submission and registration deadline: **01. 09. 2020**

Paper submission deadline: **15. 09. 2020**

Registration deadline (without paper, co-authors): **15. 10. 2020**

Registration fee payment deadline: **31. 10. 2020**

MORE INFORMATION

Conference e-mail: tvp@fek.zcu.cz

Conference website: <https://www.tvp.zcu.cz/en>
